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1936 PRICES

"EXTRISTRONG"

Prize Winning

GLADIOLUS BULBS

Direct From Our Farm To You

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You may buy cheaper bulbs but better bulbs you cannot buy. We grow millions of them and give you all we can for your money.

RAY V. MOSS

Waterloo Bulb Farms

WATERLOO, IOWA

To Our Patrons

The Waterloo Bulb Farms are fortunate in being located in a section of the country having a climate ideally adapted to the growing and maturing of glad bulbs.

Our season gives a cool spring for the development of a fine root system, our summers force a rapid growth, and our falls mature and ripen the bulbs as they finish blooming. Add to this our winter giving the bulbs a dormant season, or rest, which is necessary before planting again, and we have a combination surpassed by no other location.

With the experience gained by our sixteen years of specializing in the growing of gladiolus bulbs, our large warehouse built especially for the curing and storage of glad bulbs, and our equipment for planting, cultivating and digging bulbs, we are able to grow and sell gladiolus bulbs to the best advantage.

From the time bulbs are planted until sent out to the flower grower's home, every operation is under the expert supervision of some member of our organization who, by long experience, is well fitted for the task.

To those who have bought our bulbs in the past we express appreciation for the business you have favored us with and for the kind words said of our product to your friends and neighbors who are coming to us in increasing numbers each year.

In reading this price list, please remember that we are writing of our personal experiences, and, in most cases, giving our own opinions. We know that an advertising expert could dress it up wonderfully, in short, spread it on thicker, but we believe our customers are more interested in facts than fiction. We would rather give our friends the difference in cost in better bulbs.

Gladiolus Shows

Last season we attended several shows in Iowa. On account of conflicting dates, we were unable to visit the A. G. S. or nearby state shows.

We were fortunate in winning many ribbons, medals, and trophies. Among them were the Dr. Hoeg Perpetual Challenge Cup, the Governor Herring Trophy, the J. Elton Carter Vase, the Henry Field Silver Loving Cup, and the Cedar Rapids Silver Cup for commercial growers, besides gold, silver, and bronze medals.

As usual most of the prizes were taken by the older reliable gladiolus such as Minuet, Dr. Bennett, Aflame, Giant Nymph, Golden Dream, Mrs. P. W. Sisson, Pfitzer's Triumph, Emile Aubrun, Marmora, Mr. W. H. Phipps, and Betty Nuthall.

Newer varieties shown were Picardy — probably the biggest winner of all, Com. Koehl, Albatross, Trevonian, Dream of Beauty, Bagdad, Rapture, Maid of Orleans, Pellegrina, Mildred Louise, which all attracted much attention.

The amateur classes at the shows were well filled and some of the best specimens were found here. Several were exhibiting for the first time and won a surprising share of the awards. This part of the shows should have more entries as the amateur growers form a large part of the membership.

Our Glad Twins

Our twin grandsons, Raymond and Russell, celebrated their first birthday on November 7. Of course, we could fill a book many times the size of this pamphlet in telling of their exploits. Just imagine two boys who look so much alike their mother sometimes mistakes one for the other, and that everything a live normal baby does is doubled and you will have some idea of their progress. They walked at eleven months —now they run. They weigh about twenty-five pounds each and for every pound, they have a ton of energy. What one can't think of the other does and they don't miss much. We wouldn't give a nickel for another or take a million for them.

Visit Our Farms

We are always glad to have you visit our glad fields. Our glads start to bloom early in July and continue to bloom until frost kills them. During the season, hundreds of visitors from all over the country stop and admire them. Come any time and spend as long as you like in our fields. Bring your lunch. We have picnic tables for your convenience.

Propagation of Gladiolus

When buying gladiolus bulbs it is well to know just what you are buying. Glad bulbs are grown and increased in three different ways.

The first way is from seed. This is the way new varieties are started. Each bulb that is grown from seed will have a new and distinct form, color or variation of colors. If the new glad is an improvement over existing varieties, it will be increased in number by the bulblets growing around it and to a lesser extent by the bulbs sending up multiple spikes. Each bulb has eyes or sprouts and may send up one, two, three, or more spikes each of which will form a bulb. The bulblets are more numerous running in some varieties to hundreds to a bulb. Some varieties of bulblets sprout and grow very easily while others grow very poorly.

Where bulbs grown from seed are always different than their parent, bulbs grown from bulblets and bulbs are almost always the same as their parent bulb. Sports are an exception to this rule, sometimes showing a different shade of color but usually similar to their parents otherwise.

We grow our bulbs from bulblets and small bulbs so the bulbs we sell you are young, peppy bulbs ready for the best service.

All Good Varieties

We do not claim to grow all the good varieties of gladiolus—that would be impossible as new varieties are introduced by the hundreds every year and we cannot try them all—but we do claim that all the varieties we offer for sale are good. Not all can win prizes at the glad shows but are favored for some quality — some delicacy of color marking, or some combination of hues possibly found in no other glad.

We know that the varieties we have listed are suitable for any garden and do not have to be hothoused and forced to produce lovely blooms. Too many varieties are thus petted and primped up to enter the shows as seedlings and thus obtain a high score or awards of merit, then introduced to the public at high prices and are never heard of again at the glad shows. Some conspicuous examples are probably remembered by every glad fan.

We are not pushing our own or any other hybridizer's introductions to the exclusion of the rest of the good ones.

Discounts

Our prices are considered low for good quality gladiolus bulbs so we cannot make large discounts. We fill orders for any amount but to encourage fair-sized orders we will give 10% extra in bulbs of your choice on orders of $3.00 or more. Thus you may send $10.00 and receive bulbs worth $11.00. However, this does not apply to collections.

Our stock of bulbs listed is very complete at this time but some varieties are always sold out quickly so we advise early ordering. Orders are filled in the order received. You may order now and we will reserve your bulbs until planting time or send them at once—just as you wish.

Our terms are cash with order but if you wish to send 25% of total now, we will hold bulbs until April 1, 1936, for you. As C.O.D. orders cost extra and entail extra bookkeeping, please send entire amount before shipping. You run no risk as we allow you to examine bulbs at your leisure and if not exactly as you expect, we will refund your money and pay carrying charges both ways.

We take great care in filling and packing your order, but if any error is found, please notify us at once. If at any time after blooming, you find that varieties are not true to name, please notify us. Our plantings are examined daily to see that bulbs are true but in handling several million bulbs, errors may occur. You must be satisfied.

Sizes of Bulbs

Bulbs are sold in different sizes, such as large, medium, and small, or by numbers.

A number one bulb is 1½ inches or over in diameter; a number two bulb is 1¼ to 1½ inches in diameter; both are called Large bulbs. A number three bulb is 1 to 1¼ inches in diameter; a number four bulb is ¾ to 1 inch in diameter. These are called Medium size. A number five bulb is ½ to ¾ inch in diameter. A number six bulb is ¼ to ½ inch in diameter. These are called Small bulbs. Bulbs may be even smaller than ¼ inch and are then called number sevens.

When offered bulbs be sure the size is specified as all reputable dealers do so. When no size is specified, you may receive very small bulbs that are unable to bloom in one season and you have no recourse as a bulb of any size is a bulb. Many firms advertise bulbs very cheap and then send these small bulbs.

Large bulbs, 1¼ inches and up, are suitable for planting anywhere and will give the best results. Medium bulbs will also give good results but will usually have smaller blooms and they are not so sure to bloom. Small bulbs may bloom in most localities but the blooms will be much smaller and some may not bloom at all. In any case, small bulbs will produce larger bulbs suitable for later planting.

Young and Old Bulbs

Much is heard in the glad world concerning new bulbs, old bulbs, cut flower bulbs, forced out bulbs and so on and so forth. Of course we know that old bulbs rot away after forming the new spike and a new bulb is formed by the spike above the old bulb.

By a young bulb, we mean one that is grown from the hard shelled bulblets that cluster around the bulb when it is dug. Some varieties grow quite large from bulblets in one year and others have to be planted the second year to attain full size.

Old bulbs are those that are some years removed from bulblets. Cut flower bulbs are those which have been grown for blooms sometimes year after year and from which the spike has been removed so close to the ground that the bulb does not mature. You may safely cut your blooms if you leave four leaves on the stalk. Forced bulbs are those used in

greenhouses and not allowed to mature properly before being removed.

Neither cut flower nor forcing bulbs are suitable for the same uses again and are offered on the market very cheap. Unscrupulous dealers offer these to the public as new bulbs and disappointment always results.

Buy your bulbs from reliable growers and seedsmen.

Blooming Time

After each variety in our list, we have placed the average time required to bloom from planting date. These dates are only approximate, as much depends on the location and the season the bulbs are planted. Longer time should be given early in the season while later, when growing conditions are perfect, less time may be allowed. Thus, BREAK O' DAY might require 80 to 85 days early in the spring and about 65 to 70 days later on in the summer. We are indebted to the *Gladiolus Review,* February, 1933 issue, for most of these dates.

Description of Varieties

We are listing the glads we offer in alphabetical order to make them easier to find. After each glad is given the price of one large bulb. To find prices of bulbs in larger lots and for the smaller sizes, turn to price lists following variety descriptions. Notice that *three* bulbs can be had for *double the price of one,* and dozen lots even cheaper. For larger lots in quantity, see our wholesale prices on pages 11 and 17.

PLEASE NOTE: This price list cancels all former price lists.

AFLAME (91 days). Begonia rose shading to orange flame; extremely large. This is one of the very best for exhibition—won first place for us in basket 1934. Large bulb 7 cents.

AIDA (70 days). A very early deep blue. Large blooms. One of the best in its color. Large bulb, 7 cents.

ALBANIA (85 days). Fine pure white, good grower. Best commercial white. Plant plenty of these. Large bulb, 5 cents.

ALBATROSS (80 to 90 days). Massive pure white. Very tall spike. One of the best whites. Large bulb, 8 cents.

ALICE TIPLADY (78 days). Beautiful orange saffron. Large primulinus. Large bulb, 5 cents.

AMADOR (75 days). A new red glad. Straight spike. Form and placement good. Highly recom-

mended. Does not burn or fade. Large bulb, 15 cents.

ARABIA (94 days). Very dark red—almost black—velvety. Large blooms and several on a spike open at once. Large bulb, 7 cents.

BAGDAD (90 days). Smoky old rose blending to a lighter throat, faint blotches of cream with penciling. Tall strong spike. Exhibition prize-winner. Large bulb, 10 cents.

BERTY SNOW (82 days). Pink lavender—sometimes considered the best lavender. Extra wide open blooms, fine exhibition variety. Large bulb, 7 cents.

BETTY NUTHALL (111 days). Light apricot with pink tinge, soft salmon throat. Six to eight nicely arranged florets open on a tall straight spike. Exhibition type. Large bulb, 6 cents.

BLUE DANUBE (90 days). Amethyst blue. Straight spike carrying many well-placed blooms. Large bulb, 10 cents.

BLUE TORCH (85 days). Light blue. Novelty. Large bulb, 8 cents.

BREAK O'DAY (73 days). Lafrance pink, pencil on yellow. An early glad much in demand. Large bulb, 5 cents.

BUTTERBOY (78 days). Large buttercup yellow. Florist standby. Large bulb, 5 cents.

CAPT. BOYNTON (81 days). Lavender blue on white ground. Large wide blooms. Large bulb, 7 cents.

CARA MIA (70 days). Early deep shrimp pink. Decorative type. Good growing habits. Large bulb, 6 cents.

CARDINAL PRINCE (85 days). Large dark red. Very early. Large bulb, 7 cents.

CARMEN SYLVA (99 days). A lily-like white glad. A thing of beauty when grown well. Large bulb, 6 cents.

CHARLES DICKENS (75 days). Large radiant purple. Very tall spike. A good show flower in its color class. Large bulb, 7 cents.

CHATEAU THIERRY (92 days). Large scarlet red blooms. Variegated throat. A fine cut flower with many open blooms. Large bulb, 6 cents.

COMMANDER KOEHL (85 days). Very large clear scarlet red. Tall spike with many flowers open at one time. One of the best reds. Large bulb, 8 cents.

COPPER BRONZE (94 days). A true coppery bronze shade. A glad often used by garden club members. Novelty. Large bulb, 6 cents.

CORONADO (85 days). Immense ruffled white with a purple throat. A striking beauty. Large bulb, 8 cents.

CORYPHEE (87 days). Very beautiful shell pink glad with white throat. Does better planted late and then does not have crooked spikes. A dream glad. Large bulb, 8 cents.

CRIMSON GLOW (91 days). Velvety textured crimson red. Each bloom glows with beauty. Large bulb, 6 cents.

CRINKLES (90 days). Tyrian rose—extremely ruffled—resembles rose buds. Many buds showing color. Deep vivid rose color. Very good. Large bulb, 7 cents.

DR. F. E. BENNETT (80 to 90 days). Bright scarlet. White pencil. Favorite. Large bulb, 6 cents.

DR. MOODY (96 days). Light lavender with very fine penciling of darker shade. A close runner-up to Minuet and Berty Snow at shows. Large bulb, 7 cents.

DR. SHOOK (91 days). Deep tyrian rose—heavily ruffled. Strong spikes. Best in its color. Placement always good. Large bulb, 7 cents.

DREAM OF BEAUTY (80 to 90 days). A dark rose red. Attracted much attention at Iowa State show last year. Large bulb, 8 cents.

DUCHESS OF YORK (84 days). Tall spike. Deep bluish purple. Many blooms open at a time. Very fine variety. Large bulb, 7 cents.

EARLY DAWN (72 days). New. Large tall rich geranium pink. Color slightly deeper on lower petals. An up and coming flower. Very early. Large bulb, 20 cents.

EARLY MELODY (72 days). Light lavender pink. A new one for us this year but it did well. Large bulb, 20 cents.

EARLY SUNRISE (85 days). Largest early salmon red. A good cut flower. We never have enough. Large bulb, 7 cents.

E. J. SHAYLOR (75 days). Ruffled pure rose pink. Strong spike with large blooms. A very good glad. Large bulb, 6 cents.

EMILE AUBRUN (88 days). Coppery rose overlaid with slate. Large slate red blotch. Many florets open at once. Well grown—very outstanding.

Parent to the two wonder glads—Picardy and Bagdad. Large bulb, 7 cents.

FATA MORGANA (75 days). Peach blossom, yellow throat. Large and striking appearance. Large bulb, 12 cents.

FLAMING SWORD (84 days). Bright red, many blooms open at once. Decorative type. Stands heat and shipping. Large bulb, 5 cents.

GIANT NYMPH (88 days). Very large pink. Sure grower and bloomer. One of the best medium early pinks. Stands heat and shipping. Large bulb, 6 cents.

GLORIANNA (95 days). Salmon pink, yellow throat. Pleasing for basket and floral work. Large bulb, 6 cents.

GOLD (80 days). Clear yellow. One of the leading yellows. Large bulb, 6 cents.

GOLD EAGLE (70 days). Deep clear yellow. Slightly ruffled. Very early. Large bulb, 6 cents.

GOLDEN DREAM (86 days). Very tall deep yellow. Their long spikes with many open blooms make beautiful baskets. Large bulb, 6 cents.

GOLDEN FRILLS (77 days). A rich daffodil yellow with pink lines on lower petals. Very ruffled. One of the earliest yellows. Large bulb, 6 cents.

GOLDEN SWALLOW (85 days). A good light creamy yellow—lower petals a creamy gray. Large bulb, 6 cents.

HELEN PHIPPS (105 days). A good pink—not as tall as W. H. Phipps but has better placement. Waxy petals. Popular in our fields. Large bulb, 7 cents.

HELEN WILLS (80 days). Clear large white shading to cream on lower petal. Fine substance. Vigorous, straight spike with fine placement of blooms. Won many blue ribbons for us this last season. Large bulb, 7 cents.

HIGH NYE (100 days). Very tall rose lavender. Many open florets. Something different in a basket flower. Large bulb, 7 cents.

ILLUMINATOR (81 days). Brilliant carmine red with faint suffusion of blue. An intense French purple blotch on lower petals. A fine cut flower. Large bulb, 7 cents.

JANE ADDAMS (103 days). A delicate lavender with lighter throat—immense blooms. A staunch favorite of many. Large bulb, 8 cents.

JENNY LIND (90 days). Light salmon with cream throat. Fine grower, good placement. A popular cut flower. Large bulb, 7 cents.

JEWELL (63 days). Salmon pink with yellow throat. Still a favorite. Large bulb, 6 cents.

JOE COLEMAN (73 days). Ruffled dark red rose. We can't grow enough of this one. Large bulb, 6 cents.

J. T. PIRIE (88 days). Mahogany smoky, brown blotch on yellow. A real novelty—one that attracts crowds. Large bulb, 6 cents.

KING GEORGE (87 days). Scarlet red with white throat. A very pretty glad—a good cut flower. Large bulb, 7 cents.

KING OF ORANGES (75 days). Bright orange saffron. Lovely in arrangements. Large bulb, 7 cents.

LA PALOMA (88 days). Brilliant orange, rich and different. Large flowers on a very good tall spike. Large bulb, 7 cents.

LAVENDER BRIDE (85 days). Very large smoky lavender. Large bulb, 6 cents.

LAVENDER DELIGHT (80 to 90 days). A clear lavender of pure color. Large bulb, 25 cents.

LE MARECHAL FOCH (80 days). A pleasing lavender pink. One of the largest blooms, sometimes measuring 7 inches across. Large bulb, 6 cents.

LONGFELLOW (96 days). Clear, beautiful, waxy pink. Strong spike with good placement. Large bulb, 7 cents.

LOS ANGELES (87 days). Orange salmon, very popular for cut flowers. Many blooms open and stands heat well. Large bulb, 5 cents.

LOYALTY (94 days). Very fine yellow, good sized spike and good grower. Large bulb, 7 cents.

LUCETTE (90 days). Nice white—phlox pink pencil. Decorative prim. Large bulb, 5 cents.

MAIDEN'S BLUSH (80 days). Dainty light pink. Very popular for baskets and floral work. Large bulb, 5 cents.

MAMMOTH WHITE (94 days). Immense white. One of the very largest pure whites; flowers five or more inches across. Large bulb, 8 cents.

MARMORA (96 days). Smoky gray lavender with purple blotch. A fine show flower in the smoky class. Large bulb, 7 cents.

MAROCCO (94 days). Novelty glad. Very dark red—almost black. Large bulb, 7 cents.

MARNIA (75 days). A rich brilliant orange. Spike and substance good. Large bulb, 7 cents.

MARY FREY (83 days). Lavender with a ruby throat. A wonder glad. One of the earliest lavenders. Large bulb, 7 cents.

MARY JANE (80 to 90 days). Light silvery lavender with lavender throat. A beauty in pastel shade. Good grower. Large. Large bulb, 7 cents.

MAUVE MAGIC (80 to 90 days). Tall spike. A good lavender. A good show flower when well grown. Large bulb, 50 cents.

MIBLOOM (75 days). "My what a bloom!" Good sized florets on straight spike. Plenty of substance. Soft white with blotch of fine red in throat. Large bulb, 8 cents.

MILDRED LOUISE (75 to 80 days). Marvelous strawberry pink blending to yellow in the throat. Large florets. Large bulb, 25 cents.

MINUET (96 days). Truest lilac lavender. A fine show flower, strong grower. Many large blooms with very good keeping quality. Large bulb, 8 cents.

MISS DES MOINES (85 days). Lilac lavender with light yellow throat. Tall straight spike with many blooms open at a time. Large bulb, 10 cents.

MISS GREELEY (85 days). Pink—similar to W. H. Phipps but three weeks earlier. Many open on good spikes. Very outstanding. Large bulb, 10 cents.

MR. W. H. PHIPPS (120 days). Beautiful La-France pink. As many as 14 to 16 blooms open on one spike at one time. Best to plant large bulbs of this variety. Large bulb, 7 cents.

MRS. E. SWARTLEY (75 days). Salmon pink with white throat. Blooms as charming as the originator's family. Large bulb, 6 cents.

MRS. F. C. HORNBERGER (90 days and over). A beautiful star shaped white. Good placement on straight spike. Large bulb, 8 cents.

MRS. F. C. PETERS (90 days and over). Orchid with darker blotch. Many wide open blooms. Tall spike. Large bulb, 7 cents.

MRS. FRANCIS KING (80 to 90 days). Jasper red feathered scarlet. Very large blooms. Large bulb, 6 cents.

MRS. GALBRAITH (100 days). Salmon flaked darker. Large bulb, 7 cents.

MRS. J. T. PIRIE (80 days). Blush cream. Large bulb, 50 cents.

MRS. LEON DOUGLAS (94 days). Begonia rose flaked scarlet. Rather pointed petals, good placement. Fine exhibition type. Large bulb, 6 cents.

MRS. P. W. SISSON (91 days). Ruffled delicate cameo pink. Many large blooms open at a time. Large bulb, 6 cents.

MRS. S. A. ERREY (85 days). Fine orange red. Plant late to avoid heat. Lovely under favorable conditions. Large bulb, 8 cents.

MRS. VAN KONYNENBURG (95 days). Tall straight lavender-blue. A blue that is never overlooked in our fields. Wonderful as a cut flower. Large bulb, 7 cents.

MRS. WILLARD RICHARDSON (85 days). Dark crimson with maroon center. Large bulb, 7 cents.

MYRA (91 days). Salmon pink, very large tall primulinus, large blooms, good basket flower. Good grower. Large bulb, 5 cents.

NANCY HANKS (95 days). Apricot orange with rose pencil on yellow throat. Straight spike. Winner in its class. Resists heat. Large bulb, 6 cents.

NINETEEN TEN ROSE (61 days). Earliest rose pink. Good cut flower and stands heat and shipping. Popular florist variety. Large bulb, 6 cents.

ORANGE GLORY (98 days). Coppery orange. Very graceful spike. Large bulb, 7 cents.

ORANGE QUEEN (80 days). Apricot orange with red pencil. Graceful spike. Large bulb, 6 cents.

ORANGE WONDER (115 days). A fine orange. Very large blooms on a tall spike. It's true to its name—an Orange Wonder. Large bulb, 7 cents.

OSSOLIN (88 days). Coral pink with soft orange shading in the throat. Many open florets. Large bulb, 7 cents.

PAUL PFITZER (86 days). Royal purple—dazzling color. Finely formed blooms on a fine spike. Large bulb, 7 cents.

PEACE (86 days). Late white with lavender blue throat. Very tall and a good basket glad. Large bulb, 6 cents.

PELLEGRINA (80 days). New near blue—finest deep blue, two lower petals a trifle darker. Large bulb, 15 cents.

PFITZER'S TRIUMPH (92 days). Brilliant scarlet orange. Wonderful exhibition type and also

fine for home gardens. We plant it for fall blooming and it does much better than earlier in the summer. A real Triumph! Large bulb, 7 cents.

PICARDY (90 days). Palmer's sensational pink-salmon. Rated one of the best recent introductions. Large bulb, 8 cents.

PINNACLE (85 days). Very tall pink. Exhibition type. Large bulb, 50 cents.

PRIDE OF WANAKAH (93 days). Very large beautiful lavender rose that is a beauty when grown well. Large bulb, 6 cents.

RADIANCE (80 days). Clear deep red of a bright carmen shade. Large bulb, 25 cents.

RAPTURE (90 days). Tall late salmon, creamy throat. Spikes unusually tall with well-placed blooms. A glorious thing of beauty. Large bulb, 12 cents.

RED LORY (100 days). Red—purplish blotch—exhibition type. Large bulb, 10 cents.

RED PHIPPS (80 days). A glowing self-color red. Enough could not be written about this fine glad. Good substance. Straight spike. Six to 10 florets open at a time. Won first place for us at all shows this past season. Large bulb, 10 cents.

REMEMBRANCE (83 days). Salmon rose giving a lavender effect. Good when you want something just a little different. Large bulb, 7 cents.

REV. EWBANK (80 days). Light dainty blue. Tall and early. One of best sellers in cut flowers. Enough of a novelty so that garden club members use it heavily. Large bulb, 7 cents.

ROMANCE (77 days). Smoky salmon red—yellow throat—blue edged. Novelty. Large bulb, 6 cents.

ROSE ASH (91 days). Ashes of roses color. Novelty. Mixes well with asters and zinnias. Large bulb, 6 cents.

ROSE MIST (80 to 90 days). Lovely old rose bordered with buff. Its graceful spike and blooms create a lovely arrangement. Large bulb, 7 cents.

RUFFLED GOLD (80 days). Light yellow, heavily ruffled. Does extremely well for us and is a heavy prize winner at shows. We like it immensely. Large bulb, 7 cents.

SCARLANO (97 days). Bright vivid scarlet; beautiful velvety texture, good grower. Large bulb, 7 cents.

SCARLET PRINCEPS (80 days). Scarlet, very large blooms, many open at once. Florist favorite. Also known as Virginia. Large bulb, 6 cents.

SCARLET WONDER (74 days). Immense clear red. Velvety texture. Extremely showy. The red of reds. Large bulb, 7 cents.

SENORITA (90 days). Very clear wide open orange shading to salmon. Winged type of petals. Extremely large with good placement. A fine thick stocky spike. Large bulb, 7 cents.

SHIELA (69 days). Early salmon pink. Stands heat and shipping. Florist favorite. Large bulb, 6 cents.

SONNENBURG (100 days). Massive spikes of creamy pink florets shading to soft yellow in throat. Ruffled—one of the pastel beauties. Large bulb, 7 cents.

SOUVENIR (77 days). Early deep yellow prim, always much in demand. Large bulb, 5 cents.

SPIRIT OF ST. LOUIS (85 days). Orange saffron. Large blooms with good placement. A fine cut flower. Large bulb, 6 cents.

SPRAY OF GOLD (80 days). Early deep clear yellow. A good propagator. Large bulb, 10 cents.

SWEET ROSE (93 days). Eosine pink with pomegranate purple blotch. We call it a beautiful begonia pink. Very lovely. Large bulb, 7 cents.

TWILIGHT (82 days). Heavily ruffled creamy buff with pink and yellow throat. Beautiful florets. Many open at once. Charming. Large bulb, 7 cents.

TYCHO ZANG (96 days). Immense pinkish red with white throat dotted with cerise. Large, heavy foliage; strong grower. Large bulb, 7 cents.

WASAGA (75 days). Buff prim. Wide open blooms. Very delightful and a heavy winner at shows. Large bulb, 20 cents.

WINGED VICTORY (80 days). Eosine pink—self color markings. One of the largest glads. Large pointed wing-shaped petals. We had seven-inch blooms in October. Large bulb, 10 cents.

WURTENBERGIA (75 days). Very large pleasing red with a cream throat. Won first place for us in all its entries at shows this season. Good substance. Large bulb, 15 cents.

Retail Prices—Prepaid to You

Five Cent Group:

Large bulbs	1 for $.05;	3 for $.10;	12 for $0.30
Medium bulbs	6 for .15;	12 for .25	
Small bulbs	6 for .10;	12 for .20	

Six Cent Group:

Large bulbs	1 for $.06;	3 for $.12;	12 for $0.40
Medium bulbs	3 for .09;	12 for .30	
Small bulbs	6 for .12;	12 for .20	

Seven Cent Group:

Large bulbs	1 for $.07;	3 for $.15;	12 for $0.50
Medium bulbs	3 for .12;	12 for .35	
Small bulbs	3 for .08;	12 for .25	

Eight Cent Group:

Large bulbs	1 for $.08;	3 for $.16;	12 for $0.60
Medium bulbs	1 for .06;	3 for .12;	12 for .45
Small bulbs	3 for .10;	12 for .30	

Ten Cent Group:

Large bulbs	1 for $.10;	3 for $.20;	12 for $0.70
Medium bulbs	1 for .08;	3 for .16;	12 for .50
Small bulbs	1 for .05;	3 for .10;	12 for .35

Twelve Cent Group:

Large bulbs	1 for $.12;	3 for $.25;	12 for $0.85
Medium bulbs	1 for .09;	3 for .18;	12 for .65
Small bulbs	1 for .06;	3 for .12;	12 for .45

Fifteen Cent Group:

Large bulbs	1 for $.15;	3 for $.30;	12 for $1.00
Medium bulbs	1 for .12;	3 for .25;	12 for .75
Small bulbs	1 for .08;	3 for .15;	12 for .50

Twenty Cent Group:

Large bulbs	1 for $.20;	3 for $.50;	12 for $2.00
Medium bulbs	1 for .15;	3 for .40;	12 for 1.50

Twenty-Five Cent Group:

Large bulbs	1 for $.25;	3 for $.60;	12 for $2.25
Medium bulbs	1 for .20;	3 for .50;	12 for 1.75

Fifty Cent Group:

Large bulbs	1 for $.50;	3 for $1.10
Medium bulbs	1 for .35;	3 for .90

No Substitutes Without Permission

If possible, please give second choice so that we may fill your order without delay if we are out of any variety. If you do not specify second choice or allow us to substitute a like or better variety, we will refund the price of the item we cannot fill. We want you to be satisfied.

Big Dozen Assortments

For those who like to have a continuous bloom, we will make up assortments of large, medium, and small bulbs of any variety. For the price of one dozen large bulbs, we will send eighteen to twenty or more assorted sizes, small to large, and you will have blooms spread out from four to six weeks in the same planting. To order these big dozen assortments, just say, "B. D. Bagdad $.70."

Decorative Special

45 Large Bulbs, $1.00

Many times we are asked to recommend glads suitable for use in connection with other flowers. Many flower lovers want those suitable for table arrangements, buffet and mantel decorations, shadow boxes, etc. In this assortment we have grouped several varieties that local exhibitors have used with great effect. Their willowy, graceful spikes and dainty flowers blend or contrast with other flowers very nicely.

We include Maiden's Blush—dainty pink, Butterboy—buttercup yellow, Alice Tiplady—orange saffron, Myra—salmon pink, Orange Queen—apricot orange, Break O' Day—LaFrance pink, Copper Bronze—true copper bronze color, Mrs. Van Konynenburg—lavender blue, Lavender Bride—smoky lavender, Apricot Glow—apricot, Golden Frills—deep daffodil yellow, Rose Mist—old rose, Crinkles—ruffled rose, Albania—white, Blue Torch—light blue.

Three bulbs each of fifteen varieties—forty-five large bulbs only $1.00 postpaid. Packed and labeled separately.

Twelve bulbs each of fifteen varieties—one hundred eighty large bulbs only $3.50 postpaid.

The above collections cannot be changed in any way. Discounts do not apply on collections.

Exhibition Collection

36 Large Bulbs, $1.00, Prepaid

In this assortment are included the varieties usually found among the winners in the color classes and championship spike winners at the glad shows.

We include three bulbs each of Picardy—the favorite of all gladiolus fans, Minuet—favorite lavender, Dr. Bennett—prize-winning scarlet, Bagdad — giant new smoky, Carmen Sylva—beautiful white, Marmora—exhibition smoky, Marocco—dark red, Mr. W. H. Phipps—the wonder pink glad, Golden Dream —fine yellow, Berty Snow—large lavender, Betty Nuthall—salmon orange, Loyalty—deep yellow, Dr. Shook—ruffled red.

Thirty-six large bulbs of twelve of the finest glads grown! Twelve varieties, three bulbs each, thirty-six large bulbs for only $1.00 postpaid.

A few years ago this wonderful collection could not have been bought for $25.00 and today most so-called prize-winning collections contain only a few of these used to advertise a bunch of inferior bulbs.

Thirty-six large bulbs, 3 each, above 12 varieties, $1.00. Labeled and packed separately. Prepaid to you. Four collections of above—one dozen bulbs of each variety for $3.50.

Wholesale Prices

F. O. B., Waterloo, express charges collect. Prices per 100. 25 at 100 rate. 1000 at 8 times the 100 price. No discounts on these prices. Subject to prior sale.

VARIETY	Size No. 1	Size No. 2	Size No. 3	Size No. 4	Size No. 5	Size No. 6
AFLAME	$ 2.40	$ 2.00	$ 1.60	$.....	$.....	$.....
ALBANIA	1.80	1.60	1.40	1.20	1.00	.80
ALICE TIPLADY	1.80	1.60	1.40	1.20	1.00	.80
APRICOT GLOW	1.60	1.40	1.20	1.00	.80	.60
BAGDAD	4.00	3.50	3.00	2.50	2.00	.....
BERTY SNOW	2.00	1.60	1.40	1.20	1.00	.80
BETTY NUTHALL	2.00	1.75	1.50	1.20	1.00	.80
BREAK O' DAY	1.60	1.40	1.20	1.00	.80	.60
BUTTERBOY	1.60	1.40	1.20	1.00	.80	.60
CARA MIA	2.00	1.75	1.40	1.20	1.00	.80
CARMEN SYLVA	2.00	1.75	1.50	.....	.....	.....
CHARLES DICKENS	2.00	1.75	1.50	1.20	.....	.....
COMMANDER KOEHL	4.00	3.50	3.00	2.50	.....	.....
COPPER BRONZE	2.00	1.60	1.40	1.20	1.00	.80
CRINKLES	2.00	1.75	1.50	.....	.....	.....
DR. BENNETT	1.80	1.60	1.40	.....	.....	.....
DR. MOODY	2.00	1.75	1.50	.....	.....	.....
DR. SHOOK	1.80	1.60	1.40	1.20	1.00	.80
DUCHESS OF YORK	2.00	1.75	1.50	.....	.....	.....
E. J. SHAYLOR	1.80	1.60	1.40	1.20	1.00	.80
EMILE AUBRUN	2.00	1.75	1.50	.....	.....	.....
FLAMING SWORD	1.80	1.60	1.40	1.20	1.00	.80
GIANT NYMPH	1.80	1.60	1.40	1.20	1.00	.80
GLORIANNA	1.80	1.60	1.40	1.20	.....	.....
GOLD	1.80	1.60	1.40	1.20	1.00	.80
GOLDEN DREAM	1.80	1.60	1.40	1.20	1.00	.80
GOLD EAGLE	1.80	1.60	1.40	1.20	1.00	.80
GOLDEN SWALLOW	1.80	1.60	1.40	1.20	1.00	.80
HELEN PHIPPS	1.80	1.60	1.40	.....	.....	.....
ILLUMINATOR	2.00	1.75	1.50	.....	.....	.....
JOE COLEMAN	1.80	1.60	1.40	.....	.....	.....
J. T. PIRIE	2.00	1.75	1.50	.....	.....	.....
KING OF ORANGES	2.00	1.75	1.50	.....	.....	.....
LAVENDER BRIDE	2.00	1.75	1.50	1.30	1.10	1.00
LA PALOMA	2.40	2.00	1.60	1.40	1.20	1.00
LE MARECHAL FOCH	1.80	1.60	1.40	1.20	1.00	.80
LOYALTY	2.00	1.75	1.50	1.30	1.10	1.00
LUCETTE	1.60	1.40	1.20	1.00	.80	.60
MAIDEN'S BLUSH	1.60	1.40	1.20	1.00	.80	.60
MARMORA	2.00	1.75	1.50	.....	.....	.....
MARNIA	2.00	1.75	1.50	1.30	1.10	1.00
MAROCCO	2.00	1.75	1.50	.....	.....	.....
MARY FREY	2.40	2.00	1.60	.....	.....	.....
MINUET	2.40	2.00	1.60	.....	.....	.....
MRS. L. DOUGLAS	2.00	1.75	1.50	.....	.....	.....
MRS. G. ERREY	2.60	1.75	1.50	.....	.....	.....
MRS. F. KING	1.80	1.60	1.40	.....	.....	.....
MRS. F. C. PETERS	2.00	1.75	1.50	1.30	1.10	1.00
MRS. W. RICHARDSON	1.80	1.60	1.40	1.20	1.00	.80
MRS. E. SWARTLEY	1.80	1.60	1.40	.....	.....	.....
MRS. P. W. SISSON	1.80	1.60	1.40	.....	.....	.....
MR. W. H. PHIPPS	2.00	1.75	1.50	.....	.....	.....
MYRA	1.60	1.40	1.20	1.00	.80	.60
NANCY HANKS	1.80	1.60	1.40	1.20	1.00	.80
NINETEEN TEN ROSE	1.60	1.40	1.20	.....	.....	.....
ORANGE QUEEN	1.60	1.40	1.20	1.00	.80	.60
ORANGE WONDER	2.40	2.00	1.60	.....	.....	.....
PAUL PFITZER	2.40	2.00	1.60	.....	.....	.....
PFITZER'S TRIUMPH	2.00	1.75	1.50	.....	.....	.....
PRIDE OF WANAKAH	1.80	1.60	1.40	1.20	1.00	.80
REV. EWBANK	2.00	1.75	1.50	.....	.....	.....
ROMANCE	1.80	1.60	1.40	1.20	1.00	.80
RUFFLED GOLD	3.00	2.60	2.20	1.80	1.40	1.00
SCARLET PRINCEPS	1.80	1.60	1.40	.....	.....	.....
SCARLET WONDER	2.00	1.75	1.50	.....	.....	.....
SENORITA	2.40	2.00	1.60	.....	.....	.....
SHIELA	1.80	1.60	1.40	.....	.....	.....
SPIRIT OF ST. LOUIS	2.00	1.75	1.50	.....	.....	.....
TOBERSUN	2.40	2.00	1.60	.....	.....	.....

Quantity prices are for one variety only, that is, you cannot pick several varieties to make up a dozen or a hundred.

Other Collections

There are many who do not care to grow and keep separate the different varieties. To meet this demand we are offering the following mixed collections. These bulbs are taken from our named varieties and will be an even assortment of the various colors and types. We are able, in this way, to even up our supply to the demand and many times high-priced bulbs are included.

CHOICE MIXTURE. All colors, at least thirty varieties. Prices: Large bulbs, 25 for 45c, 50 for 80c, 100 for $1.50; Medium bulbs, 25 for 35c, 50 for 60c, 100 for $1.00. Prepaid to you.

Choice Mixture, reds and pinks, or salmons and yellows. Prices same as above.

If you like all one color or several colors, state colors you want.

For lavenders, blues and mauves, at the following prices only: Large bulbs, 25 for 60c, 50 for $1.10, 100 for $2.00; Medium bulbs, 25 for 45c, 50 for 85c, 100 for $1.60. Prepaid to you.

2-12-6 Gladiolus Special Plant Food

We use a commercial fertilizer mixed for our needs. We can supply this in any quantity. We call it the "2-12-6 GLADIOLUS SPECIAL." Price: 5 to 10 pounds, 3c per pound; over ten pounds, 2c per pound, F.O.B. Waterloo. Seven or eight pounds will furnish two applications for a 100 foot row. For the small cost and little extra trouble it takes, wonderful returns may be expected. Your soil may not need it but if some element is lacking, your plants cannot give the best results.

Please notice that we prepay express on bulbs bought from retail list. Bulbs selected from our wholesale list will be sent express collect. If you order from both lists we will either send them separately or, if you prefer, send all collect adding enough bulbs to more than pay the charges on the prepaid list.

How to Remit

Please remit by postal or express money order, bank draft, or personal check. We can use small amounts of three-cent stamps. Do not send large stamps. Do not send currency. Make all checks and money orders payable to Ray V. Moss.

Cultural Directions

Glads thrive in any good well-drained garden soil and need plenty of sunshine. Soil should be spaded or plowed to a depth of eight or ten inches. Use only well rotted manure if applied when glads are planted and keep from contact with bulbs. New manure

should be applied in the fall before and used with discretion. With manure, a little may be fine but an over-supply may kill your blooms.

Plant glad bulbs in single or double rows leaving at least the size of bulbs between them. Plant large bulbs five or six inches deep—small bulbs, shallower. Remember that the new bulb is formed on top of the old and will be much closer to the surface. Some roots are formed on the old bulb but most of the growth comes through the roots on new bulbs. Deeper planting gives the spike more support and will help to hold upright.

The best cultivation method is to keep the top of the soil in a continual mulch. Cultivate or hoe shallow as deep stirring dries out the soil and robs the plant of moisture.

To Save Weeding

When covering bulbs, hill up the dirt over them so the ground is a little higher than between the row. When the first weeds appear or when crust forms, rake off level. The next time you rake hill up the row again. What small weeds are not killed by raking will be smothered by the dirt. If raking is done with care you will not damage spikes and you will save much hand labor. Try this on your other garden crops. We rarely have any use for a hoe.

Cutting the spikes as they come into bloom does not harm the bulb and the buds come out fine in water. Be sure to leave at least four or six leaves on the spike when cutting so that the bulb will mature. If cut too short, the bulb will soon stop developing or die.

When the stalks start to turn brown, the bulbs should be dug. The stalks should be cut off close to the bulbs at once. Nothing is gained by leaving the tops on longer. When it is dug the bulb is very soft and care should be taken not to bruise or injure it. The bulbs should then be spread out in a warm, dry place and dried. This is important as more bulbs are ruined by excessive moisture and improper storage than by all the diseases of glads. After drying, they should be cleaned and stored in a cool dry place above freezing temperature.

Thrip and Treatment

In the case of thrips, an ounce of prevention is worth tons of cure. Be absolutely certain that bulbs are thrips-free when planted. You may use naptha-line flakes in the fall or winter to kill thrips and one of the various dips before planting. We dip, and advise others to dip, all bulbs before planting. We have never had any damage from thrips but the insects are so widely distributed that extreme care should be taken to guard against them.

Thrips work in a peculiar manner. They are equipped with a sucking organ and to help them break the surface and get the juices, they have tiny scarifiers that injure the bloom and spikes. They thrive best in moderate, warm, dry temperatures. Real hot weather tends to check them, and they do not multiply in cold temperatures.

Napthaline Treatment. After bulbs are dug and cured, place in tight paper bags with one ounce of napthaline flakes to each one hundred bulbs. This forms a gas that kills the thrip and eggs. Leave several weeks but be sure bulbs do not sweat or mold.

Corrosive Sublimate. For treatment at planting, use corrosive sublimate—one ounce to five gallons of water—in wooden or earthen jars. Leave several hours or overnight. This treatment is also good to use against scab and disease.

Lye Treatment. We have used a lye solution for several years as a preventive against insects and disease. We use one small can—"12 ounce"—lye to 25 gallons of water. We soak the bulbs eight to twelve hours in wooden barrels. Lye is much cheaper than any other treatment we know of, and as far as our experience goes, proves just as effective. We use this solution two or three times.

Spraying. For spraying plants, use two tablespoons of paris green, two pounds of brown sugar and three gallons of water. Spray on both sides of row with plenty of force.

Thrips do not survive out of doors in cold climates so if your ground freezes several inches deep, the only danger is from roots or bulbs in storage. Always keep bulbs in cool places as little above freezing as possible.

Gladiolus Societies

To enjoy glads to the fullest extent, join a glad society and exhibit your prize blooms.

The Iowa Glad Society sponsors several shows each year and sends out a monthly bulletin chuck full of glad news. Chapters are located at Ames, Cedar Rapids, and Waterloo, and others are being organized. Dues are only $1.00 per year. Address Robert Herrick, Secretary, State House, Des Moines, Iowa, or the writer for particulars.

The American Gladiolus Society, Roscoe Huff, Secretary, Goshen, Indiana, publishes the *Gladiolus Review,* sent free to all members. Dues are $2.00 per year.

The New England Gladiolus Society publishes a year book full of interesting information on gladiolus by experts on every phase of the industry. Free to members. Dues are $1.00 per year. Address the secretary, G. Edgar Folk, Oakdale, Mass. This is the largest society, having over 5,000 members.

ORDER BLANK

WATERLOO BULB FARMS

RAY V. MOSS, Prop.

Waterloo, Iowa

Name _____

Please write plainly

Street _____

P. O. Box _____ R. D. No. _____ Box _____

Postoffice _____

State _____ Express Office _____

When shall we ship? Date _____ 193 ____

Quantity	SIZE	NAME	PRICE	
		TOTAL		

Carry this amount to next page

ORDER BLANK—Continued

Quantity	SIZE	NAME	PRICE

Darwin Tulips

(To be shipped Sept. 1936)

These are the most popular of all tulips. They have large gorgeous colored flowers and long stems suitable for cutting. We send all big bulbs—No. 2 size and up. No small bulbs for sale.

BARTIGON—A dazzling scarlet.

BARON DE LA TONNAYE—Lovely deep pink.

CLARA BUTT—Beautiful apple blossom pink.

DREAM—Large Lilac Blossom inside deep violet.

FARNCOMBE SANDERS—Brilliant scarlet.

INGLESCOMBE YELLOW—Rich chrome yellow.

LA TULIPE NOIRE—Very dark, almost black.

MME. KRELAGE—Bright lilac rose.

MRS. POTTER PALMER—Bright purplish violet.

PAINTED LADY—Creamy white, tinted lavender and rose.

PRIDE OF HARLEM—Very large red, fragrant.

REV. H. EWBANK—Vivid heliotrope and lilac.

WHITE QUEEN—Snow white, tinted pink.

ZULU—Smoky brown.

VALENTINE BLUE—Fine light blue.

MIXED TULIPS—A mixture of the above.

Prices of Tulips

Six bulbs for 30c; 12 for 55c; 100 for $3.50; 50 at 100 rate. Quantity price for one variety only.

Just a Tip to Gladiolus Growers

During the recent—or should we say current—depression, we have sometimes been sustained only by the hope of better conditions. Recent developments now point to a wonderful opportunity in the future. Simply this: When the A.A.A. has controlled and reduced all other crops, they will finally turn to gladiolus to grow in place of the crops reduced. The great demand for gladiolus bulbs will make us all rich overnight. Then we can sell our bulbs at high prices, and, in turn to offset an over-supply, get a big gladiolus payment for not growing them. Be ready when OPPORTUNITY knocks.

RAY V. MOSS

WATERLOO BULB FARMS

WATERLOO, IOWA

1936—PRICE LIST—1936

EXCLUSIVE GROWERS OF

"'Extristrong' Gladiolus"

RETURN POSTAGE GUARANTEED

Gift Suggestions

What could make a more beautiful or enduring gift than a nice assortment of gladiolus bulbs for birthdays or other occasions? We will mail them directly to the recipient packed in an attractive colored package and enclose your card. Just pick out any collection or assortment you wish and we will do the rest. The gorgeous flowers will always remind your friends of your thoughtfulness when other gifts may be forgotten. See page 16.

Sec. 562 P. L. & R.

Miss Hermann

U. S. Dept. of Agriculture
Bureau of Plant Industry
Washington, D. C.